Learning Conversation Notes	
Name of Partner: KIISS – Kids Involuntarily Inhaling Secondhand Smoke	Date: June 12, 2006
Number of Children Served: 88	Ages: 16 Prenatal, 0 yr 20, 1 yr 14, 2 yr 15, 3 yr 10, 4 yr 9, 5 yr 4
When Served:	Gender: Ethnicity:
February 7, 2006 to June, 12, 2006	41-Male 44 - Caucasian
	38-Female 1 - African Amer.
	9-Unknown 25 – Hispanic
	3 – Alaskan
	Native/American Native
	12 – Multiracial
	1 – Other
	2 – Unknown

Conversation Participants: Don Ferretti, Janice Critchlow, Judy Marston, Paul McIntyre, Jean Carter, Nancy Baggett

Outcomes:

- Children throughout Placer County are not exposed to secondhand smoke.
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.

Performance Measures:

- Demographics broken down by age, gender, ethnicity, and when materials were received – tabulated from questionnaires
- Number of collaborative projects and resulting activities
- Number of events where exhibits are provided including physical location and type of events
- Number of media stories on secondhand smoke and children's exposure
- Personal testimonials from parents or caregivers
- Number of trainings performed broken down by type of group and number of participants
- Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently
- Qualitative self-assessment on program activities "lessons learned" along with follow-up decisions
- Amount of materials distributed to major collaborators

What is this data telling us about achievement of outcomes?

Demographics:

Have more children in the less than 3 years age group. This could be attributed to the WIC and Chana classes.

Capturing more of the minority population through self-reporting of ethnicity.

Normally don't capture the "primary language spoken in the home" but noticed that there were 7 Spanish speaking participants in one class. Now that it is mandated will include in future data collection.

The WIC classes are still not an option in Tahoe so a gap in that area remains. KIISS is currently working on addressing this issue. Contacted the Family Resource Center in Kings Beach and was referred to the Family Support Team meeting, which includes agencies throughout the region. KIISS was able to conduct a training to this group in March and will continue to support them in sustaining the message.

KIISS provided training to teen parents in the Lincoln area.

Demographics are similar to the last time frame.

Collaborative projects:

Sutter Roseville and Sutter Auburn continue to use the information with new baby classes.

Did a joint training about 2 months ago with The Placer County Tobacco Coalition.

Currently In the beginning stages with Kaiser and Tahoe Health & Human Services to do a joint project.

Doing training for other agencies, training the trainers, and supplying information, an agreement is already in place to support Head Start and WIC.

<u>Exhibit at Event:</u> Attended an event at the All American Speedway, which appeared to be a good demographic. Participants did engage in conversation, however, they weren't in-depth.

<u>Stories</u>: Article in the PCOE April/May Newsletter, and the Roseville Press Tribune article on World No Tobacco Day, May 31. Articles were also submitted to other papers in Placer County and to Spanish speaking papers that service

Lake Tahoe. It continues to be difficult to get the message in the media as they are looking for new and unique information. Will continue to work with partners to get the KIISS message into their periodicals as an added way to get the information out to a broader audience.

Personal testimonials: received from young girl, grandmother, training participants, and through survey follow-ups. Feel the testimonials show that the public is getting more information about secondhand smoke and is becoming more passionate about the issue. The survey data shows that 86% of parents who attend a KIISS training have shared the message of the danger of secondhand smoke with others. When parents and partners are given the KIISS information, KIISS is seeing consistent changes in behavior related to secondhand smoke. The data shows that the majority of people attending the training are not exposing their children to secondhand smoke.

Trainings were conducted with WIC/MIC/Head Start/Chana and through the Tahoe Family Support Team.

Agencies independently sustaining the KIISS message: KIISS has been contacted for more materials by agencies that have been trained in the past, showing that they are continuing to sustain the KIISS message independently. Other agencies are sustaining the message with assistance from KIISS, and other agencies need more information and training in order to sustain the message.

<u>"Lessons Learned":</u> Demand for services is growing, and are receiving more requests for materials than can be reasonably accommodated. It would also be very helpful to have bilingual assistance to translate materials.

<u>Materials Distributed</u>: Over the last 4 months 1,800 Home and Car Pamphlets have been distributed to major collaborators. The data tells us the KIISS message is getting out to the public. Sutter Roseville and Sutter Auburn take the largest portion of the materials.

In what ways will we apply what we have learned from our data?

Faxing and email follow-up with those who have been trained to sustain the message has not worked. New strategies need to be identified in next steps.

Smaller groups that aren't able to supply their own materials need to be provided with more economical ways to provide those materials.

Next Steps:

KIISS needs to capture "Primary Language Spoken in the Home" along with "Special Needs" information for Demographics Summary on future surveys as mandated by First 5 Placer/State First 5.

Demographics on next report need to reflect children served in the Tahoe region.

KIISS will support other agencies with training and tools to insure the sustainability of the secondhand smoke message independent of KIISS.

There is an expectation that First 5 Placer will hear about a partnership with Kaiser in the next reporting period as Paul is meeting with them this week.

Contact Placer Child Abuse Prevention Council and Head Start to see about getting articles in their newsletters.

At the next learning conversation organize agencies sustaining the KIISS message by their level of independence, and note the criteria for three tiers of sustainability. Also need to know how many trainings the agencies are conducting and need to find a successful method to obtain this information. May need to do personal follow-ups to gather the information.